

**AGENDA:** August 19, 2003

**4.13**

**CATEGORY:** Consent

**DEPT.:** Community Services

**TITLE:** Discount Policy for Nonprofit (School-Related) Shotgun Tournaments at Shoreline Golf Links

**RECOMMENDATION**

Adopt A RESOLUTION ESTABLISHING A DISCOUNT POLICY FOR NONPROFIT ORGANIZATIONS RELATED TO MOUNTAIN VIEW PUBLIC SCHOOL DISTRICTS FOR SHOTGUN TOURNAMENTS AT SHORELINE GOLF LINKS, to be read in title only, further reading waived.

**FISCAL IMPACT**

At the current golf course rates, the proposed policy could result in a decrease in revenue of approximately \$15,000 annually if the maximum number of tournaments allowed were held (assumes three events each with a full field of 144 players).

**BACKGROUND AND ANALYSIS**

The City Council granted the Mountain View Educational Foundation (MVEF) discounts for golf course fees associated with shotgun tournaments at Shoreline Golf Links for September 2002 and September 2003. A shotgun tournament generally includes a minimum of 128 players (32 foursomes), all of whom begin play at the same time but at different tees. All the foursomes finish play at approximately the same time.

The staff report prepared when the Council considered MVEF's first request for a discount included information regarding policies in other cities as well as a variety of options for the Council to consider (Attachment 1—May 28, 2002 Council Staff Report). After discussion, the Council granted MVEF a 50 percent discount of the normal shotgun fees and adopted a pilot policy regarding discounts for nonprofit shotgun tournaments at Shoreline Golf Links (Attachment 2—May 28, 2002 Council Meeting Minutes). The pilot policy was to be in effect for one year only and would be reviewed at the end of that time.

When the Council considered and approved MVEF's request for a discount for the second year of the tournament (Attachment 3—June 10, 2003 Staff Report), the Council directed staff to develop a permanent policy. The pilot policy approved by the Council in May 2002 includes the following:

- In order to qualify for a discount, the nonprofit must be a 501c(3), directly tied to a Mountain View public school district and have the district's approval to sponsor the tournament.
- The discount would be 50 percent of the normal shotgun fees.
- A maximum of three tournaments per year could be discounted. (Note: This would allow for up to one tournament each, organized by a 501c(3) from the Mountain View-Whisman School District, the Mountain View-Los Altos High School District and the Los Altos School District (Springer School).)
- No more than one discounted tournament per year for any one nonprofit or beneficiary.
- The tournament organizer is the nonprofit agency.
- The nonprofit must be located in Mountain View.
- The nonprofit does its principal business in Mountain View.
- Completion of a post-event financial disclosure form by the nonprofit.

The components outlined above appear to be working well and have been incorporated into the proposed permanent policy (Attachment 4). The policy provides City support for the schools through a discount which has a moderate impact on golf course revenue. The schools' 501c(3) groups can use the City's discount to leverage matching funds or in-kind services from businesses and other organizations in the community to maximize profits.

As part of the initial discussion that led to the adoption of the pilot policy, the Council considered expanding the discount program to other nonprofits in the community. As an expansion of the policy could have resulted in additional revenue loss to the City, the Council opted to limit the program as described in this report.

## **SUMMARY**

The City Council has twice approved a discount for the MVEF's shotgun tournament held at Shoreline Golf Links. As part of the approval process, a pilot policy was developed and

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reviewed at the end of one year. During the review, the Council directed staff to return with a permanent policy.

**PUBLIC NOTICING**—Agenda posting; Mountain View Educational Foundation.

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Attachments:

1. May 28, 2002 Council Staff Report
2. May 28, 2002 Council Meeting Minutes
3. June 10, 2003 Council Staff Report
4. Proposed Policy
5. Resolution

CITY OF MOUNTAIN VIEW  
RESOLUTION NO.  
SERIES 2003

A RESOLUTION ESTABLISHING A DISCOUNT POLICY FOR NONPROFIT  
ORGANIZATIONS RELATED TO MOUNTAIN VIEW PUBLIC SCHOOL DISTRICTS  
FOR SHOTGUN TOURNAMENTS AT SHORELINE GOLF LINKS

WHEREAS, the City Council has determined to provide a discount for nonprofit shotgun tournaments at Shoreline Golf Links; and

WHEREAS, the Council has established certain criteria for receipt of the discount;

NOW, THEREFORE, BE IT RESOLVED that the City of Mountain View hereby adopts the policy as set forth herein:

PURPOSE:

To establish a policy concerning discounts for nonprofit organizations related to Mountain View public school districts for shotgun tournaments at Shoreline Golf Links.

POLICY:

The City Manager or his/her designee has the authority to grant a discount of 50 percent of the total of the greens fees, tournament premium, cart rental, merchandise and administrative fees for shotgun tournaments at Shoreline Golf Links which begin play at the regularly scheduled start time, providing the organization conducting the tournament meets the following conditions:

1. The nonprofit organization is a 501c(3), directly associated with and benefiting a Mountain View public school district.
2. The nonprofit organization has the school district's written approval to sponsor the tournament.
3. A maximum of three tournaments per year may be discounted, one tournament per school district, organized by a 501c(3) nonprofit organization from the Mountain View-Whisman School District, the Mountain View-Los Altos Union High School District or Springer School.

4. No more than one discount per year for any one nonprofit organization or beneficiary.

5. The tournament organizer is the nonprofit organization.

6. The nonprofit organization is located in Mountain View.

7. The nonprofit organization does its principal business in Mountain View.

8. A post-event financial disclosure form is completed by the nonprofit organization and submitted to the City within 90 days of the conclusion of the event.

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